



California Health Benefit Exchange

Board Members

Diana S. Dooley, Chair
Kimberly Belshé Paul Fearer
Susan Kennedy Robert Ross, MD

Executive Director

Peter V. Lee

California Health Benefit Exchange Director, Product Development and Sales Exempt - Duty Statement

The vision of the California Health Benefit Exchange is to improve the health of all Californians by assuring their access to affordable, high quality care. Beginning in 2014, the California Health Benefit Exchange will allow individuals and small businesses to compare plans and buy health insurance on the private market. A successful Exchange will provide purchasers with a more stable risk pool, greater purchasing power, more competition among insurers and detailed information regarding the price, quality and service of health coverage. It will also streamline access for individuals to programs that provide subsidies for health coverage. The Exchange will increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value.

Under general direction of the Executive Director, the Director, Product Development and Sales, is responsible for strategic visioning; business plan, program and policy development; and executive leadership of three major program areas of the Exchange. This includes: design, development and implementation of small employer group health plan coverage, health plan contracting, and marketing for both individual and small group health plans.

Specific duties of the Director, Product Development and Sales include:

Responsible for strategic thought leadership and planning activities as well as executive oversight of three key functional programs of the Exchange, including health plan contract management, small employer group coverage, and sales and marketing of both small and individual group plans. In this capacity the incumbent selects, plans, organizes, directs and evaluates subordinate managers and their specific program areas.

Provides leadership and strategic direction to subordinate managers to inspire innovation in program and policy development; health plan contract approaches and options; marketing, sales and promotional activities; process and procedure establishment; as well as establishment and implementation of quality standards and program performance metrics. For example, ensures development of program participation targets so that small business choice options are viable options. Assesses viability of establishment of a system under which premiums are paid to the Exchange, and identifies criteria for "qualified employers" based on federal guidelines.

Represents the Exchange Board and Executive Director in meetings regarding SHOP Exchange, Health Plan Contracting and/or marketing of individual and small group health plans with high-level health insurance industry representatives, marketing specialists, small business and employer groups, consumer advocate groups, stakeholders, vendors, individuals needing health insurance coverage, employer organizations, high-level Administration and federal officials, members and staff of the Legislature, and national, state and local meetings and forums.

Collaborates with other key Exchange executives in creative problem solving of cross cutting policy and operational issues through participation on the Executive team and in meetings and forums to address topics of consideration for the Exchange.

Collaborates with staff, colleagues, consultants and stakeholders to provide the Executive Officer and the Exchange Board with briefings and recommendations regarding SHOP Exchange operations, health plan contracting and marketing issues. Also provides regular briefings on program accomplishments and strategic initiatives.

Desirable Qualifications

- Executive experience in the small employer insurance sector, including working with small employers, health insurers, health coverage stakeholder groups, and other interested parties.
- Experience with the design and implementation of plan designs and product selection for the employer insurance market and of a major marketing campaign to promote health insurance programs.
- Understand the policy issues associated with the health care insurance market and the need for coverage for the small employer sector.
- Proven leadership ability to influence, inspire, develop and empower employees to achieve objectives with a team approach.
- Demonstrated ability to provide leadership and work in a team-based, collaborative environment that promotes diversity.
- Experience working under demanding time pressure and under public scrutiny, while maintaining composure and a sense of humor.

The California Health Benefit Exchange recognizes that its employees are its most important asset. Exchange employees are the vital link who ensures its vision, mission and values are fully realized. To this end, the Exchange strives to ensure that its workforce is drawn from the broadest segments of society and reflects the diversity of California so that the Exchange is poised to meet the present and future health care needs of the entire state's population.

APPLICATION AND SELECTION PROCEDURE

To be considered for these challenging and rewarding career opportunities, please submit a cover letter, your resume, a statement of qualifications (no more than three pages in length), and a list of at least three work-related references and current salary to: jobs@hbex.ca.gov, or

Gloria Monroe
California Health Benefit Exchange
2535 Capitol Oaks Drive, Suite 120
Sacramento, CA 95833

Please indicate on the outside of the envelope the position for which you are applying.

This position is open until filled. Resumes will be screened in relation to the criteria outlined. Candidates deemed to have the most relevant background will be invited to interview with a selection committee.